



King Street Retail Study Workshop 5

**Tonight we continue reviewing the
Guiding Principles**

March 24 we addressed:

- The Mission
- Organization/Management
- Streetscape
- Waterfront
- Land Use
- Historic

Tonight we will address:

- Marketing
- Economic Incentives
- Parking
- Circulation/Transportation
- Land Use
- Regulatory

King Street Retail Study



MARKETING/ ECONOMIC INCENTIVES

King Street Retail Study

Marketing Program

PROGRAMMED ACTIVITIES

Create a series of programmed activities that will differentiate King Street from the competition by providing a sense of a true community and active urban street life

- **Street Festivals & Events**

- Consider art competitions, shows, and festivals that are not competitive but build on those in Del Ray or other parts of the city. New festivals/events should not distract from existing events, but should complement and reinforce the City's place as an art center
- Consider an international art *competition* sponsored by or promoting the Torpedo Factory
- Consider a music festival or regular concerts at Market Square or the waterfront
- Further promote Festivals around holidays, historic & ethnic themes
- Capitalize on the desire among some merchants to decorate the street for more seasonal holidays

- Expand and take full advantage of the opportunity for holiday and other events (parades, Second Thursdays, etc. Reroute some parades to obtain maximum economic benefit
- Evaluate the policies that currently discourage holiday decorations on the exterior of individual shops
- Test the “festival/event” concept to determine potential for increasing retail traffic and sales

- **Farmer's Market –**

- While this existing regular event is already successful, build upon the success of the farmer's market to make the event more visible, increase awareness/ attendance, or otherwise increase its overall positive impact on King Street.

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Marketing Program

PUBLIC ART

Capitalize on the reputation of the Torpedo Factory to attract visitors to art events

- **Permanent Art**

- Capitalize on the opportunity for the use of permanent public art as a marketing tool to attract and/or keep visitors on King Street.
 - Public art should NOT be designed or used generically, but should evolve organically from King Street's strengths.
 - Public art should be incorporated into the overall concept of Old Town as an art center, with art competitions, Torpedo Factory, art galleries, and festivals or other opportunities for residents and visitors to experience and participate in the making of art and craft.

- **Temporary Exhibitions**

- Temporary/rotating exhibitions can enhance opportunities for repeat visitation, especially among Washington metro region visitors.
- Exhibitions and permanent installations can be complementary. Exhibitions might also be staged in a special venue (such as at the waterfront).



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Marketing Program

RECREATIONAL PROGRAMMING

Capitalize on Alexandria's waterfront as a recreational and open space amenity

- **Open Space** - Program open spaces to accommodate activities that will provide entertainment for visitors and residents, especially in summer.
- **Trails** - Link the waterfront and other areas with existing and potential new trails for biking, walking, and recreation to bring people (not cars) to King Street, as envisioned in the City's Open Space Plan.
- **Sailing/Boating/Marinas** - Enhance the waterfront physically and programmatically to celebrate the city's history as a port and the waterfront tradition.
- **Boating Festivals** - Provide new programs that will create active boating festivals and races that can bring focus to the King Street waterfront.
- **Waterfront Plan** - Relocate or redesign the Boat Club within a comprehensive plan to create an active/passive new waterfront.
- **Sports Events** - Organize crew regattas, volleyball & softball tournaments or leagues and other outdoor recreation opportunities.



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Marketing Program

ARCHITECTURAL HERITAGE

Capitalize on Alexandria's architectural & cultural heritage

- **Walking Tours** - Create walking tours and “fun walks” that capitalize upon Old Town’s preserved architectural heritage and authentic “urban” experience
- **Educational Programs** - Establish educational programs between design professionals and adults and school children to understand the architectural and urban planning heritage
 - A good portion of the 200 respondents in the consumer survey identified King Street’s architecture and “urban” feel as a strength. People tended to recognize the brick sidewalks and the charming buildings, rather than “history” itself, as the real draw. So, every effort should be made to build on that strength.



King Street Retail Study

Marketing Program

RECRUITMENT & RETENTION

Develop a program to assist in the recruitment and retention of appropriate King Street retail

- **Recruitment** - The market analysis, coupled with information from the consumer survey, identified specific gaps in the existing and potential market mix for King Street. The following are recommended as types of uses that should be targeted for recruitment:
 - **Arts & Related Stores** - The market analysis identified potential for the net addition of up to 25,000 square feet in specialty & miscellaneous shoppers goods. In an effort to bolster and solidify Old Town's reputation as an art center, it is recommended that proactive efforts focus on attracting such specialty uses as an art / craft supply retailer or music store. Ideally, this type of store might be located near the Torpedo Factory in "lower" King, perhaps in the location recently vacated by Imaginarium.
- **Grocery Store** - The market analysis identified net demand for grocery goods. As demographic growth within the trade area propels convenience expenditure potentials up during the next five years, there will be gradually increasing demand for groceries & pharmacies (healthcare goods). Demand for this space is above and beyond the market share that will be captured by the Whole Foods Market that will be relocating closer to Old Town from its current location

King Street Retail Study

Marketing Program

RECRUITMENT OF NEW BUSINESSES

- **Entertainment** –The market analysis and consumer surveys depict a clearly identified potential and a market gap for entertainment venues (beyond existing side uses).
 - **Old Town Theater** - The reopening of the Old Town Theater provides an entertainment venue in the central area of King Street
 - **Waterfront Entertainment Venue** - Consider creating a waterfront entertainment venue, including the reuse and/or redevelopment of the City's building housing the waterfront food court:
 - Live Music Venue (amphitheatre, music hall, concert hall, etc). Perhaps better use of the gazebo through programmed events
 - Legitimate Theatre (theatre, children's puppet theatre, etc)
 - Cinemas - multi-screen cinema (art-house)

- Museum/Exhibition Center (art exhibitions, historic/cultural permanent collection)
 - A new, exciting Archaeology Museum located on the waterfront
- Family Entertainment Center (recreation/games w/ eat/drink)
- Community Entertainment Facility (rec/education facility, etc)
- Mixed-Use Facilities (live music/ restaurants/ pub facility, boating/museum/visitor facility, etc)
- Enhanced water transportation – Capitalize upon the National Harbor project

Based upon a market analysis, the preferred alternative should have the strongest market and community support and should best serve to strengthen King Street's marketing identity.

Uses such as a museum, cultural attraction or family entertainment center may be more attractive as they would attract a daytime clientele and alleviate the neighborhood's concerns about late night noise. City control of a museum or cultural attraction would also alleviate the community's concerns about issues such as tour buses, hours of operation, etc.

King Street Retail Study

Marketing Program

RECRUITMENT OF NEW BUSINESSES

- **Independent Retailers** - Recruitment programs should be initiated to focus, where possible, on attracting locally-owned, independent stores to fill vacant spaces or new leasable space. The market analysis identified potential demand for additional apparel & accessories, shoes, home furnishings, pubs, and other uses that can be captured along King Street within the next five years.
- The City/AEDP's sponsorship of entrepreneur and small business development programs are the key to encouraging the "incubation" of small, locally owned businesses.



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Marketing Program

RETENTION OF EXISTING BUSINESSES

- **Retention** - The City/AEDP should expand the outreach and monitoring of existing businesses to foresee problems and assist the business entities
- **Intervention** - The City, AEDP, or some monitoring agency should identify actions in support of existing businesses that may be threatened for a variety of reasons.
- **Outreach & Promotion** - City/ACVA to develop programs for outreach and promotion in addition to the event planning. Identify methods of increasing business without increasing the number of visitors to King Street.
- **Networking** - Proactive networking programs may also assist King Street businesses by strengthening ties among the existing operators
- **Local Buyer Programs** - Market, economic analyses and consumer surveys indicated strong local support. Local buyer programs should target not only residents and employee shoppers, but also King Street businesses so that local businesses assist each other by buying locally.
- **Hotels/Conferences** - King Street businesses should continue the effort begun by ACVA to build close relationships with the hotels to ensure that hotel guests patronize the King Street businesses.

King Street Retail Study

Marketing Program

RETENTION OF EXISTING BUSINESSES

- Employees & Business Visitor - The business visitors and employees who work in the area should be a major target of directed advertising and promotion. Based on survey data, a large share of King Street “tourist” sales are generated from people visiting the city on business. It is important to target the traveler that reads business publications. Tie-ins between business and conferences need to be strengthened.



King Street Retail Study

ECONOMIC INCENTIVES

FACT:

Rents have increased, and will increase so long as the King Street corridor remains a vibrant commercial district.

CONCERN:

The loss of smaller, independent, “mom-‘n-pop” storefronts when only chains can afford the higher rents.

REALITY

- *King Street has remained a viable location for small businesses despite national trends favoring chains.*
- *There is no legally-appropriate way to prevent private property owners from obtaining market rents for their stores. The same is true for housing, which is why there is an affordable housing crisis in many cities.*
- *The best approach for addressing this issue is, (like housing) to incent the developer/property owner to provide affordable storefronts. The following are examples of programs that have been implemented in other jurisdictions:*

Revolving Loan Fund

- Through the implementation of a Business Improvement District (BID), create a Revolving Loan Fund that provides monies to retailers to assist in various aspects of initiating a new business. Potential uses could be storefront design and improvements, interior improvements, inventory, working capital, etc.

Other Thoughts

- Encourage businesses to purchase buildings to control rents
- Utilize upper floor spaces that are typically less rent than ground floor space – recognizing that second floor space is less desirable than first floor space for retail
- Utilize CBDG monies to assist new businesses

Monitoring Programs.

- Regardless of the incentives offered, there should be a monitoring program in place to ensure that existing and prospective independent retailers have access to affordable rents in the district.

PARKING

King Street Retail Study

PARKING –

Findings

- Existing Conditions:
 - Capacity is limited:
 - Based on City Parking Requirements
 - Deficit ranges between: 1,082 spaces (*Parking Study*) & 2,225 (*Metro Parking District Standards*)
 - Largest Deficit area is in the “Metro Commercial” area
 - Of 5,988 total spaces, 19 percent are on-street.

Principles

- Serve retail customers with on-street parking – maximize turnover
- Serve employees and longer-term customers with off-street parking – maximize garage usage
- Maximize use of transit to the area – even for local trips (e.g. PTO-to-Old Town)
- Direct users to appropriate parking supply
- Set pricing to reflect goals:
 - *Most convenient spaces should have highest cost*
 - *Lower cost for long-term, remote parking.*

King Street Retail Study

PARKING –

Potential Management Tools

- If on-street turnover is an issue, address through signage and enforcement
- Use available garage capacity for customers:
 - *Parking validation program*
 - *Valet parking*
- Identify employee parking alternatives, develop incentives if needed
- Create convenient transit shuttle options to Metro, PTO



King Street Retail Study

PARKING –

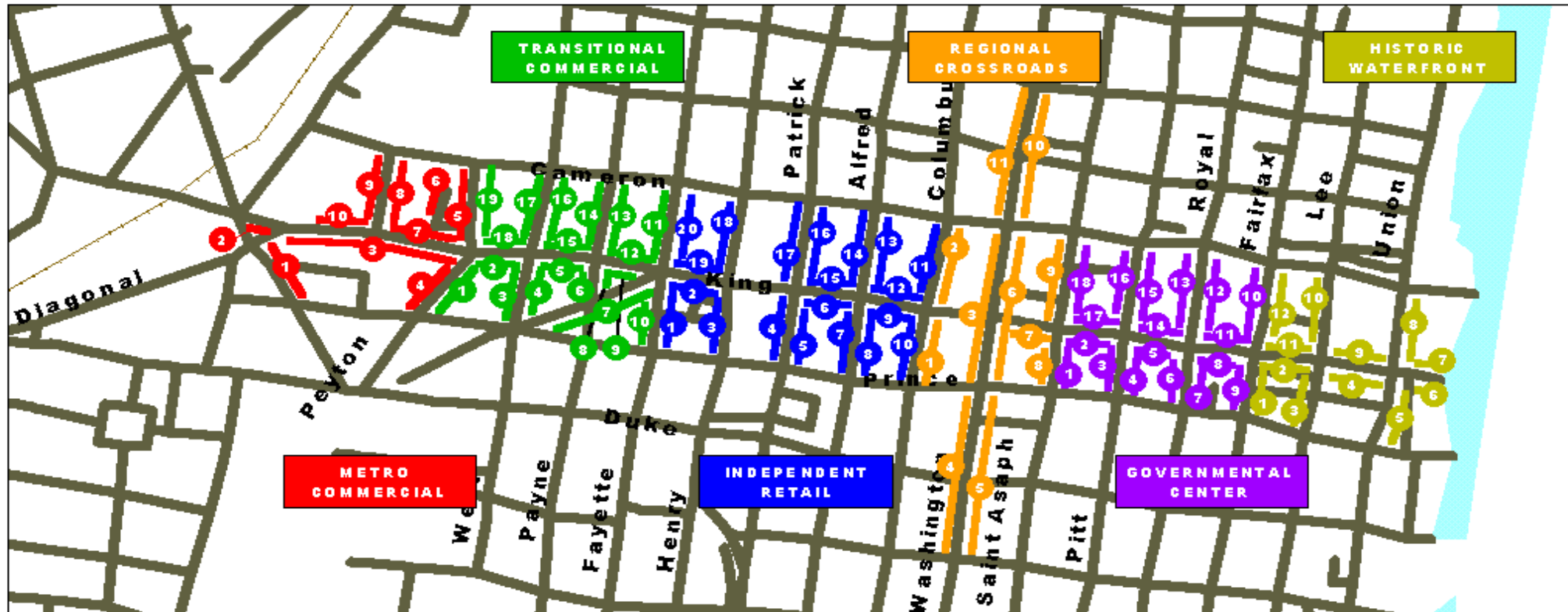
Information Gathering Process:

- Conducted turnover study of on-street parking supply
 - *Data on parking occupancy collected every half-hour, 11 a.m. to 8 p.m., weekday*
 - *King Street from the Metro to the river, and one block either side.*
 - *Tabulated by sub-area and block face to evaluate turnover, duration and occupancy*
- Conducted turnover study of major garage supply
- Surveyed employers
 - *Restaurant/Retail*
 - *Other employers (office, etc.)*
- Surveyed employees
 - *Restaurant/Retail*
 - *Other employees (office, etc.)*
- Conducted supplemental survey of restaurants regarding valet parking
- Conducted intercept survey of restaurant customers regarding valet parking
- Conducted intercept survey of retail/restaurant customers regarding Validation Program

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On-Street Parking Survey Locations:



King Street Retail Study

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On-Street Parking Survey Results:

Sub-Area	Total Spaces	Average Daily Turnover	Average Duration (hours)	Percent Parked Over 4 Hours
Metro Commercial	148	3.5	1.87	10%
Transitional Commercial	221	2.9	2.02	13%
Independent Retail	225	3.6	1.68	8%
Regional Crossroads	175	4.8	1.06	3%
Governmental Center	192	5.7	1.29	3.7%
Historic Waterfront	142	5.4	1.51	5%

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On-Street Parking Occupancy: Percent of Spaces Unoccupied by Time of Day

Sub-Area	11a.m.-1p.m.	1-3 p.m.	3-5 p.m.	5-8 p.m.
Historic Waterfront	5%	7%	20%	12%
Government Center	8%	10%	24%	22%
Regional Crossroads	26%	34%	48%	36%
Independent Retail	19%	28%	39%	37%
Transitional Commercial	30%	38%	41%	38%
Metro Commercial	28%	32%	33%	25%

King Street Retail Study

PARKING –

On-Street Parking Occupancy: Percent of Spaces Unoccupied by Time of Day

- Despite perceptions, high level of turnover:
 - Lowest turnover in Transitional Commercial (2.9 cars per space)
 - Highest turnover in Governmental Center (5.7), followed closely by Historic Waterfront (5.4)
- Average duration is under two hours, except in Transitional Commercial area (2.02).
- Long duration (over 6 hours) concentrated on a few blocks – seven blocks have more than 15% of cars stay over six hours (five of them are in the Transitional Commercial zone)
- Waterfront and Governmental Center fully occupied at mid-day peak, Waterfront still tight in evening – but other areas have capacity at all times

King Street Retail Study

PARKING –

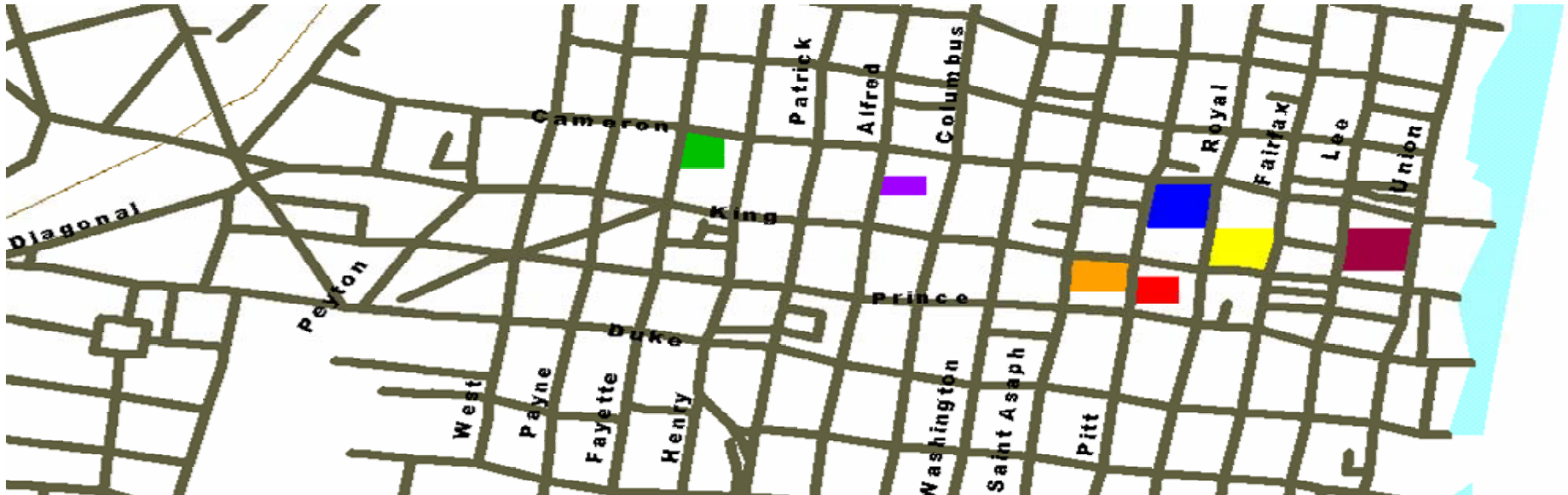
Off-Street Parking Analysis

The Purpose:

- To identify peak accumulation times, capacity and duration

The Method

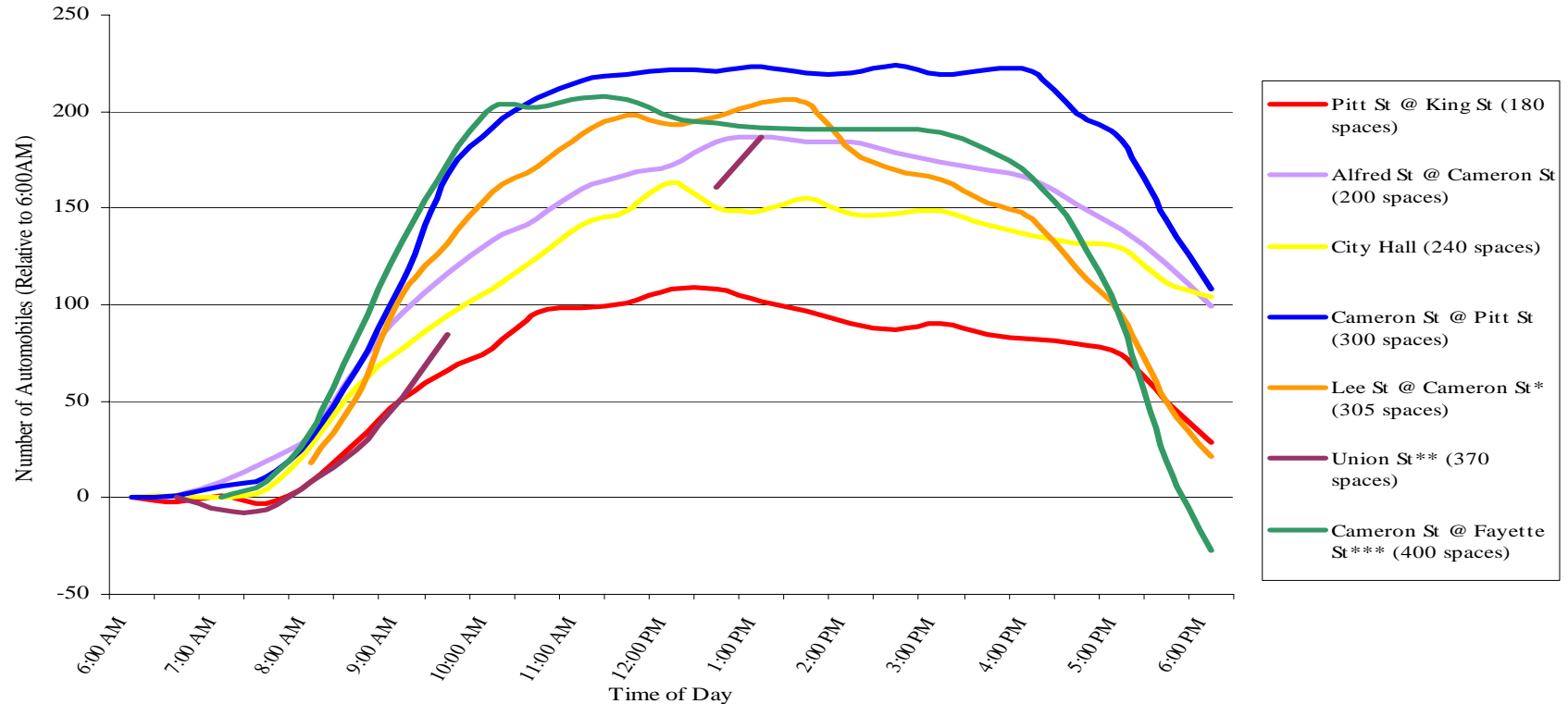
- Collected data on each car in/out by time at garages open to the public with over 20 spaces
- Data collected by surveyors stationed outside entrances 6 a.m. to 6 p.m.



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Off-Street Parking Analysis Peak Accumulation



King Street Retail Study

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Employee Surveys

- **Two distribution methods:**
 - Hand-carried to on-street restaurant and retail
 - Mailed with CD to other King Street business addresses
- **381 completed surveys received**
- **Questionnaire addressed:**
 - Means of travel to work
 - Parking location
 - Ability to find space
 - Who pays, how much
 - Meter-feeding/car moving during working hours

King Street Retail Study

PARKING –

Employee Survey Results

- **Commuting mode:**
 - *76.9% drive alone*
 - *5% Metrorail; 5 percent walk*
 - *6.8% take bus only*
 - *7.3% vanpool/carpool*
- **66% park in public or private garage or lot**
- **15.9% park on-street at meter**
- **18.5% park at other on-street space**
- **52% park within the same building or block as their workplace**
- **46% of off-street parkers have employer-paid parking**
- **Of people parking off-street, 96% pay by the day or month:**
 - *Daily costs \$7-9 per day*
 - *Monthly costs are either in the \$25-49 range, or \$75-149*
- **People who park off-street strongly agree that they do it because:**
 - *Because employer pays (52%)*
 - *Parking restrictions on street (58%)*
- **Too expensive is reason people don't use off-street parking (71%)**
- **55% of on-street parkers find a space within 15 minutes**
- **Nearly half of on-street parkers return to their car during the day; 76% of them move the car.**

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PARKING –

Employer Survey

- Survey delivered to restaurants, mailed to other businesses
- Questions addressed:
 - type/size of firm,
 - parking/transit benefits,
 - employee leave to feed meters/move cars,
 - perceptions on employee/customer/client parking availability
- 140 responses

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PARKING –

Employer Survey Results

- 61.4% (of respondents) have own employee parking
- 25% contract for parking spaces
- 22% have parking program
- Nearly 13% have ridesharing, Metrochek or other transit program
- Of those paying employee parking, most cover 100%.
- 61 percent have employees who leave to move cars during the day
- Enough on-street parking for employees:
Strongly Disagree—44%
- Existing parking is too expensive:
Strongly Agree—54%
- Enough on-street parking for customers:
Strongly disagree—38%
- Enough off-street parking for customers:
Strongly disagree—38%
- Perceived lack of parking discourages customers:
Strongly agree—47%
- Restrictions deter employees from parking on-street:
Strongly agree—43%
- There is no problem parking near my work:
Strongly disagree—58%

King Street Retail Study

PARKING –

Employer Survey Results

- More off-street parking would benefit my business:
Strongly agree—59%
- I would contribute to a validation program for my employees:
*Strongly agree—33%,
Strongly disagree—28%*
- I would contribute to a validation program for my customers:
Somewhat agree—40%
- I would contribute to a valet program:
Strongly disagree—65%

King Street Retail Study

PARKING –

Employer Survey – Sample Comments

- *“The impression I have gotten from out-of-town customers is that Old Town is difficult to park. This is a big drawback to attract visitors.”*
- *“All metered/public parking must be free. Employees and employers should park in fee-based lots. Customers are the priority... Our customers strongly dislike the shopping/parking experience in Alexandria.”*
- *“Satisfied with parking availability”*
- *“If we have to pay to park - rates should be more reasonable. Customers should have more time on the meters if they have to pay.”*

King Street Retail Study

PARKING –

Conclusions based upon Initial Study Results

- On-street parking problem may be perception, accurate only in certain areas:
 - Turnover adequate except at Metro Commercial, Transitional Commercial, Independent Retail
 - Average duration under 2 hours except in Transitional Commercial
 - Occupancy only an issue at peak times in Historic Waterfront, Governmental Commercial
- Off-Street parking is largely all-day, afternoon/evening capacity is significant—may be limited availability of additional permits.
- Employees use garages if employer pays, to avoid parking enforcement of restrictions
- Employers see parking as a problem, in terms of perception by customers.
 - Moderate support for customer validation program
 - Lack of willingness to financially support valet parking program

King Street Retail Study

PARKING –

Next Steps

- **Parking Improvement Strategies:**
 - Develop brochure and website identifying available off-street parking, costs, hours, etc.
 - Develop plan for enhanced/improved parking signage—locations, design concept, information. This is tied to general thematic improvement in street furniture, plantings, street and pedestrian signage.
 - Implementation of new “Park Alexandria” parking validation program
 - Develop agreements with parking garage owner-operators regarding acceptance of merchant distributed stamps/passes
 - Develop purchase mechanism for merchant purchase of parking discount media
- Develop logo, professional marketing campaign to include events, posters, brochures, discount media to make merchant community fully aware, and provide them with tools needed to let their customers know.
- “Park Alexandria” to be included in overall parking information campaign with brochure and website—to show which merchants, which garages offer this benefit.

King Street Retail Study

PARKING –

Next Steps

- **Valet Parking:**
 - Simplify approval process by permitting administratively rather than through SUP.
 - Create standards for valet parking:
 - Lease of on-street spaces for customer dropoff/pickup,
 - Hours and days of operation,
 - Graphics/signage,
 - Location of off-street parking supply and contract with provider,
 - Limit on number of separate valet operations per block.
 - Consider consolidated valet parking operation when multiple separate operations reach defined limit per block, and restaurant interest sufficient to provide financial support.
- **Transit Shuttle:**
 - Develop operations plan and cost for lunchtime shuttle connecting PTO to waterfront area for during lunch hours (link to PTO Metro shuttle).
 - Identify funding sources.
- **Parking Management/Organization**
 - Implementation plan—organizational responsibility, funding sources, timetable, capital plans.
 - Create of an organization to plan and coordinate the public and private parking resources

CIRCULATION/ TRANSPORTATION

King Street Retail Study

TRANSPORTATION – CIRCULATION

Examples of Specialized Shuttles

Shuttle Name	Hours	Frequency/ Trip Length	Fare	Stops	Logo/Marketing	Vehicle Type
Alexandria Dash About Shuttle	April-Dec: Fri 7 pm-12:10 a.m.; Sat 9:55 am-12:10 am; Sun 11:10 am-9:49 p.m	15 minute frequency, trip length 16-19 minutes ea. way, 43 minutes round trip (requires 3 buses)	Free	Existing stops approximately every other block from King Street Metro to Old Town	Buses are wrapped with mural, special timetable card available (City Hall, Visitor's Center, other locations?), web site info.	Conventional Transit bus-high floor, front and rear doors.
Silver Spring VanGo/MARC Shuttle (Ride-On Route 28)	M-F 7:00 am to 7:12 p.m.	7-8 minutes, trip length 12 minutes	Free	Special Signs at Existing Bus Stops	Distinctive Paint Scheme on Vehicles	Small bus cutaway—high floor, single door
Bethesda 8 (Ride-On Route 92)	M-Th 6:58 am.to 11:59 pm., Fri to 2:07 a.m., Sat 6:02 p.m. to 2:07 a.m.	8 minutes/ 13 minute trip length	Free	Special Signs with map, unique art bus benches, special shelter designs	Distinctive vehicles, brochure available at Metro, posters in stores, etc.	Trolley style small buses with wood bench interiors, open rear platform, distinctive paint (sometimes use Ride-On small buses)
ART 61: Court House Metro Shuttle	6-10 am, 3-7 p.m	20 minutes/20 minute trip length (entire loop)	\$1.20 or Metrobus token	Standard ART stop, extensive information for user	Standard ART transit marketing-timetable, website, telephone	Standard ART small bus, natural gas power
ART 66: Clarendon/Courthouse Metro Lunch Loop	M-F 11 am-2 pm	Continuous Loop Route, 12 minute headway	Free (private sponsorship from many restaurants)	Special signs at ART Stops	Standard ART transit marketing-timetable, website, telephone	Standard ART small bus, natural gas power
ART 67: Ballston Metro/Virginia Square	M-F 11 am-2 pm	Continuous Loop Route, 13 minute headway	Free (private sponsorship from many restaurants)	Special signs at ART Stops	Standard ART transit marketing-timetable, website, telephone	Standard ART small bus, natural gas power
Georgetown Shuttle Service/Metro Connection (two routes—Rosslyn Metro to Dupont Circle, and Foggy Bottom/GWU Metro to Georgetown up Wisconsin Avenue	M-Th 7 am-midnight, Fri 7 am-2 am, Sat. 8 am-2 am, Sun 8 am-midnight	Ten minute headway	\$1.00 cash one way, \$0.35 with Metrorail transfer, monthly passes avail.	Special signs at Metrobus stops	Limited-website	Standard small bus cutaway—high floor, single door, distinctive blue paint

King Street Retail Study

TRANSPORTATION – CIRCULATION

Shuttle Services Vary Depending on Market

- Three types of shuttles to serve different markets:
 - Work Trip: Goal is to increase transit use for work trip. Service is Metro to major employment sites—peak hours, M-F, accept transfers or free
 - Lunch shuttle: Goal is to provide increased local access area for employees without utilizing car. Service is employment sites to restaurants/retail areas—11 am to 2 pm, M-F, free, high frequency
 - Evening entertainment shuttle: Goal is to link parking and Metro to restaurant/entertainment areas. Service is Metro and parking garages to restaurant/theater/retail areas—6 pm-midnight or 2 am, Friday, Sat, & Sunday. Frequency can be lower.



King Street Retail Study

TRANSPORTATION – CIRCULATION

Current King Street Shuttle Conditions

- **Existing Conditions: Dash About shuttle**
 - Friday, Saturday, Sunday
 - Free
 - 15 minute headway
 - Transit bus with special graphics
 - Metro to Old Town on King Street
- **Serves peak periods for Old Town dining**
- **Trip time by bus comparable to walk time.**
- **No special lunch time shuttle currently exists.**
- **DASH AT7:**
 - 11 to 14 minute trip time each way
 - Hourly headways mid-day
 - \$1.00 cash fare (transfers and passes also valid)
- **Carlyle/PTO TMP requires operation of a free fare shuttle between PTO and the King Street Metro station (but not to Old Town)**

King Street Retail Study

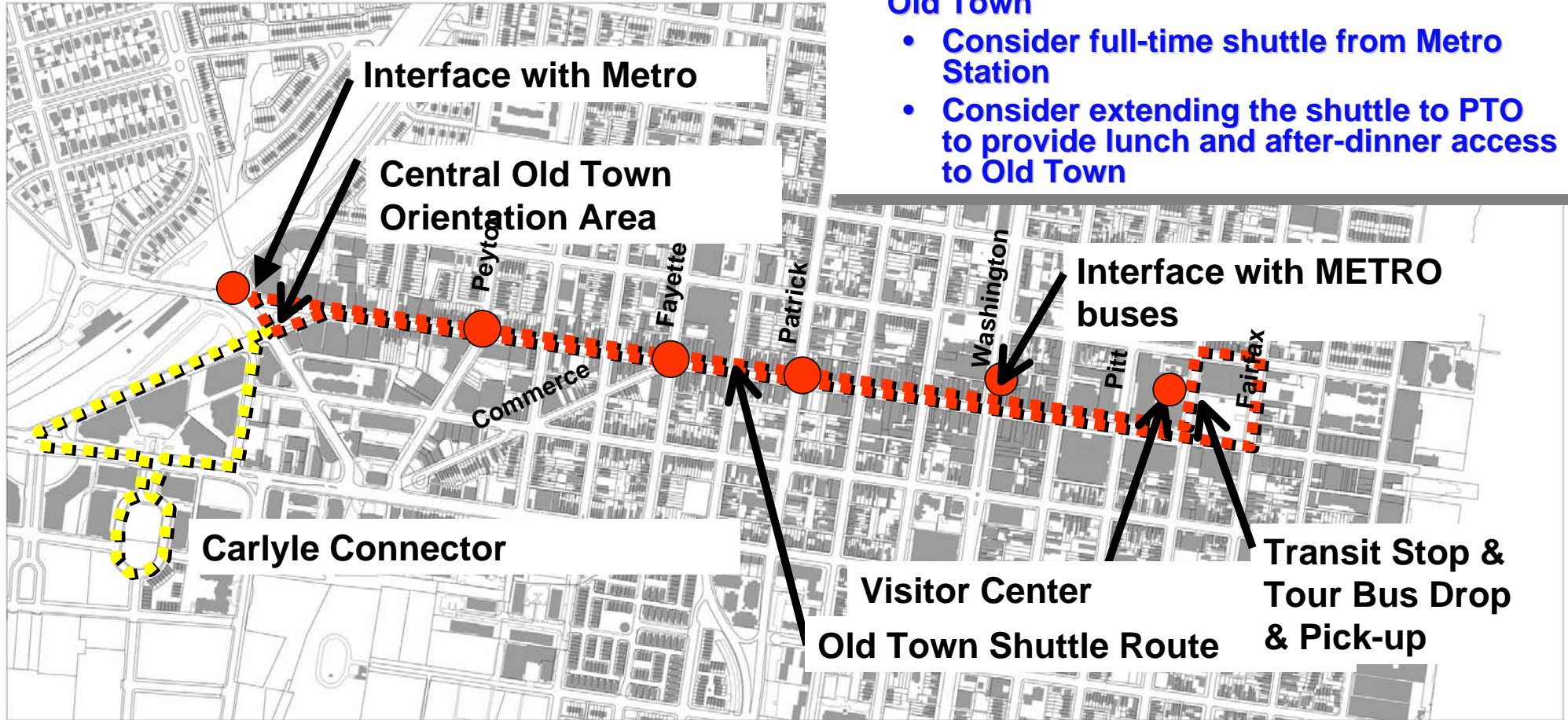
TRANSPORTATION – CIRCULATION

Options for Lunch Hour Shuttles

- Options for PTO Lunchtime Shuttle:
 - Existing service-AT7, or
 - Enhanced AT7 service, or
 - Dedicated shuttle
- Desirable Shuttle characteristics:
 - Lunch hours only, M-F 11am-2 pm
 - High frequency-no more than 10 minute headways, preferably much less—5 to eight minutes [7.5 minutes requires 4 buses]
 - Eventually use Next Bus information system to countdown time to next bus
 - Free or minimal cost to user.
 - Distinctive markings or vehicles, stops
 - Simple, clear route—may have to skip stops on King, or use alternative routes to cut travel time.

King Street Retail Study

TRANSPORTATION –

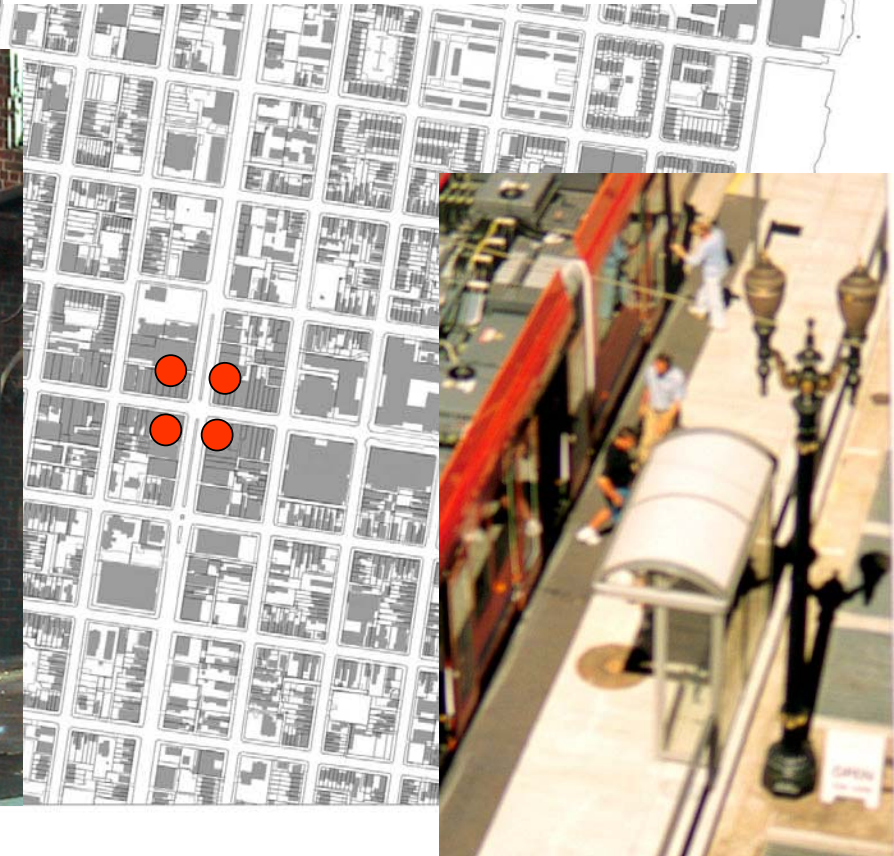


King Street Retail Study

TRANSPORTATION –

- Create sheltered bus stops at King Street & Washington Street

Freestanding shelter design with bench located against blank wall to move waiting area away from curb and traffic

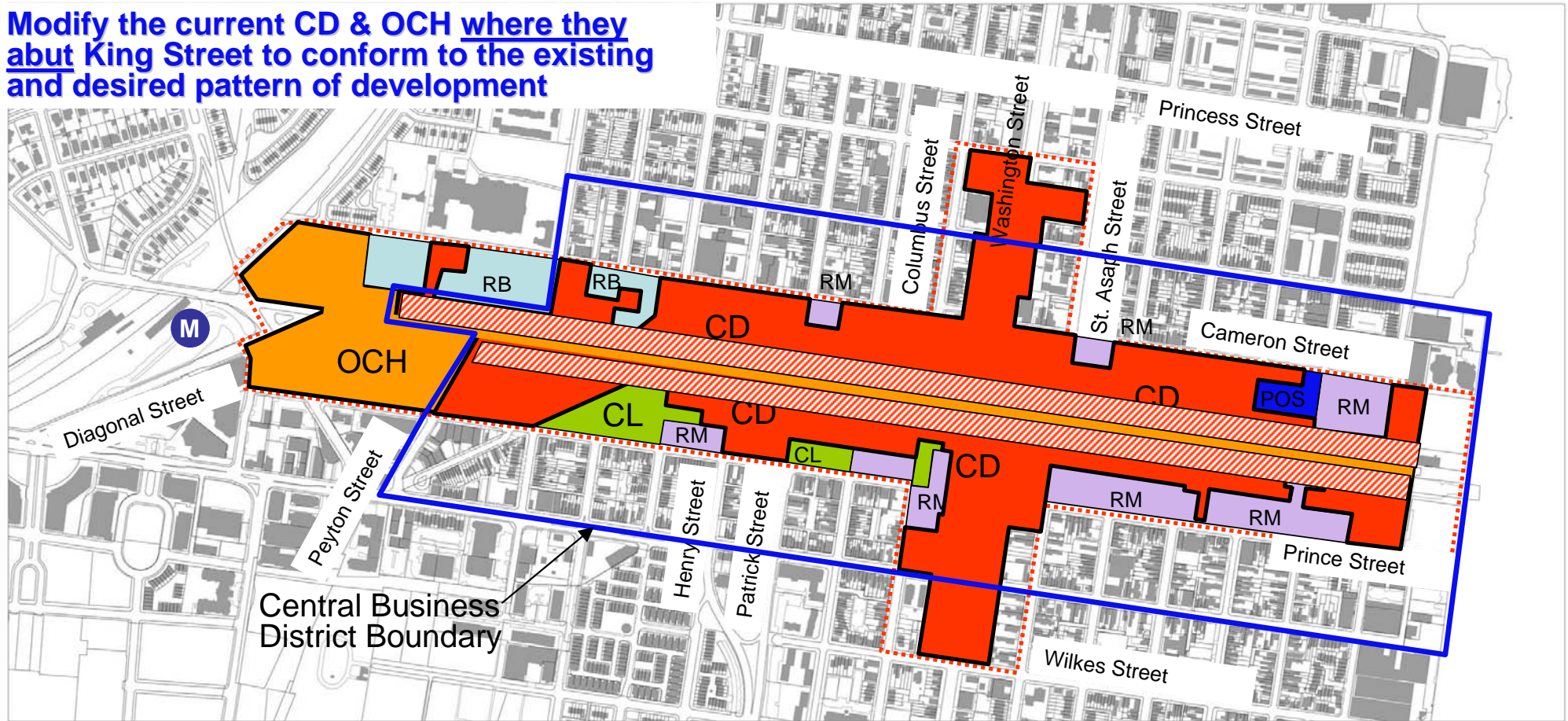


***LAND USE/
REGULATIONS***

King Street Retail Study

Regulatory Controls – Zoning

Modify the current CD & OCH where they
abut King Street to conform to the existing
and desired pattern of development



King Street Retail Study

LAND USE – CD ZONE

**GOAL: CREATE A LIVELY RETAIL DISTRICT
AND A PEDESTRIAN FRIENDLY
STREETSCAPE**

GROUND FLOOR USES

- Assure retail activity along the street by limiting office & residential uses on the ground floor
- Maintain the retail interest by limiting future banks/financial institutions along King Street
- Optimize the pedestrian experience by requiring 65-75% of the ground floor to be show windows / storefront
- Establish maximum width of 25' for personal service establishments and ground floor lobbies along King Street

UPPER FLOOR USES

- Encourage full utilization of upper floors
 - Office to provide daytime users
 - Residential to provide 16 hour activity and lights on the street.
- Reduce parking disincentive for residential



King Street Retail Study

LAND USE – CD - ZONE

GOAL: CREATE A LIVELY RETAIL DISTRICT AND A PEDESTRIAN FRIENDLY STREETScape

- Adjust the USES to be consistent with the King Street Concept
 - Eliminate the inconsistent uses, e.g. single family housing, townhouses
- Incorporate incentives where possible to achieve the desired goals for King Street
- Recognize that King Street is a mixed-use neighborhood – and craft zoning language to accommodate a mix of uses
- Recognize that King Street is a series of related districts with different characteristics and requirements
- Create additional requirements where development is not within an historic district.



King Street Retail Study

LAND USE – CD ZONE

Ground floor office uses create dead pedestrian zones along the retail streetscape. Office uses tend to close off windows for privacy, creating blank facades.



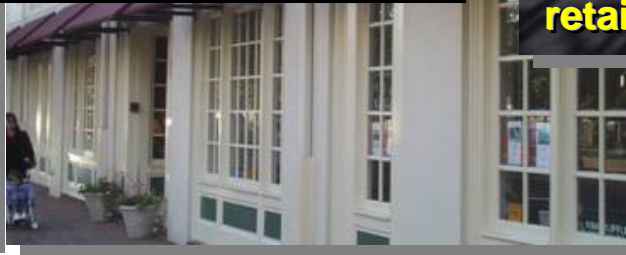
They Can't Give it Away

*A British bank testing responses to its window displays put up a sign offering a 5 pound note to anyone who would step inside to collect it, the BBC reported. After two hours, no one had taken up the offer. A spokeswoman told the BBC, “**The basic conclusion that we came to was that people would much rather look at shops that are selling dresses than financial services.**”*



Pedestrian spaces become the smoking zone!

Ground floor office uses create dead pedestrian spaces in the retail/ pedestrian areas



King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Uses deleted from revised zone
 - Single-family dwelling
 - Two-family dwelling
 - Townhouse dwelling
 - Cemetery
 - Public School
 - Seminary/Convent/Monastery
 - Apartment Hotel
 - Bed & Breakfast
 - Day Care, Day Nursery, Nursery School
 - Day Labor agency
 - Drive through facility
 - Funeral home
 - Home for the elderly
 - Homeless shelter
 - Hospital
 - Medical care facility
 - Nursing or convalescent home
- Rooming house
- Social service use
- Tourist home
- Wholesale business

King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- **Permitted Ground Floor Uses**

- Retail Shopping Establishments <10,000? SF
- Personal Services less than 30' in width
- City Sponsored Farmer's Market
- Full Service Restaurants ⁽¹⁾
- Parking supporting the principal use ⁽³⁾
- Pet supplies, grooming/training no boarding

- **Permitted Ground Floor Uses with SUP**

- Amusement enterprise
- Retail Shopping Establishments >10,000? SF
- Full Service Restaurants ⁽²⁾
- Fast food restaurant
- Church
- Multi-family housing ⁽³⁾
- Personal Services > 30' in width
- Parking ⁽³⁾
- Bakery >3500SF with retail
- General Office ⁽³⁾
- Outdoor food and crafts market
- Public building
- Outdoor garden center

- **Permitted Upper Floor Uses**

- Uses permitted on the ground floor
- Multi-family housing
- General Office
- Private Schools (commercial/academic)
- Medical office/lab
- Radio/TV broadcasting office/studios

- **Permitted Upper Floor Uses w/ SUP**

- Uses permitted on the ground floor with an SUP
- Catering
- Congregate housing
- Fraternal or Private Club
- Hotel
- Parking
- Newspaper Office, including printing

(1) *Restaurants west of Washington St. & less than 100 seats*

(2) *Restaurants east of Washington St. or more than 100 seats*

(3) *Not less than 50' from King Street P/L*

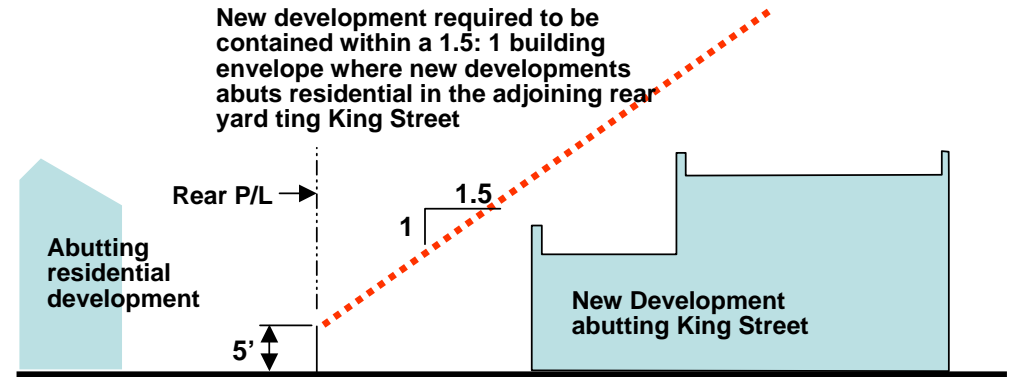
King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Require the ground floor of all new or renovated development to have a retail use (or other permitted use) and storefront windows or show windows for a minimum of 75% of the King Street frontage.
- Add language to recognize the accommodation of multiple uses within a structure
 - Recognize all residential as multi-family residential as part of a mixed-use development
- Eliminate frontage requirements for residential sites
- Eliminate the residential side yard requirements
- Recognize that the accessory residential is urban living, and require 400? SF of usable open space/unit
 - Open space may be on grade, roof top or an open balcony

- Require all new development to be contained within a rear yard defined by a 2:1 building envelope when the development abuts a lower density residential use



King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Maintain the current FAR requirement for commercial and apply the same requirement to mixed-use development.
 - Consider a gross FAR requirement similar to East Eisenhower Plan – above grade parking and habitable spaces less than 7.5' ceiling height are to be included within the FAR
- Modify use limitations in Section 4 – 507 to permit greater flexibility for approving outdoor sales and to update the provisions of (B) to better reflect contemporary criteria and the intent of the original ordinance
- Modify parking requirements to require one parking space per residential dwelling unit (currently 1.3 to 1.75)
- Based upon the approval of detailed standards and guidelines, accommodate proposals such as:
 - Administrative level planning approval of outdoor dining based upon specific criteria

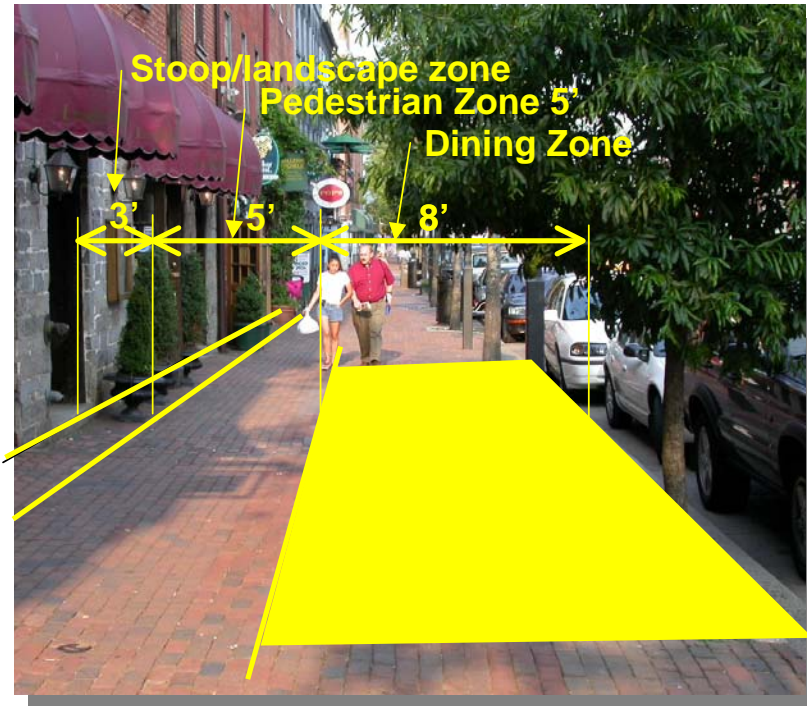


King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Develop guidelines and standards for outdoor dining



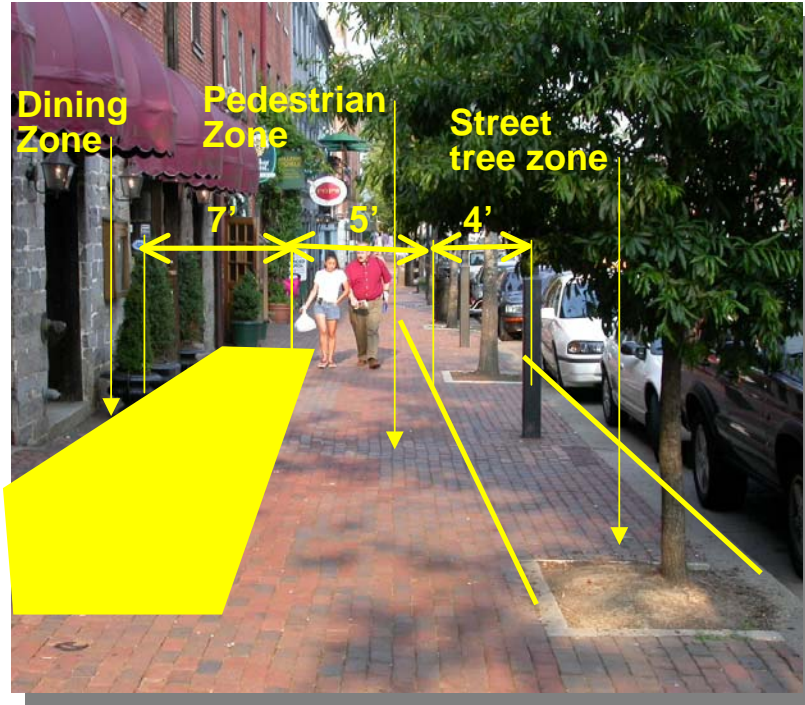
Dining at the Curb

King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Develop guidelines and standards for outdoor dining



Dining at the Building Wall

King Street Retail Study

LAND USE – CD ZONE

SPECIFIC CHANGES TO THE CD ZONE PROPERTIES FRONTING KING STREET

- Administrative SUP for approval of full service restaurants less than 100 seats and located west of Washington Street
- Limit amount of fast food dining per block by requiring SUP for all food vending venues where the primary business is carry out food and/or the utensils are disposable
- Permit valet parking for individual business with an administrative use permit based upon an established set of criteria. Develop administrative approval for encroachment permit
- Create store front design guidelines that are coordinated with the BAR guidelines
- Store fronts to conform with the historic culture of Alexandria's Old Town



New Opportunities for Sitting and Dining along King Street

King Street Retail Study

LAND USE – OCH ZONE

SPECIFIC CHANGES TO THE OCH ZONE PROPERTIES FRONTING KING STREET

- Uses deleted from revised zone
 - Single-family dwelling
 - Two-family dwelling
 - Townhouse dwelling
 - Cemetery
 - Public School
 - Seminary/Convent/Monastery
 - Apartment Hotel
 - Bed & Breakfast
 - Day Care, Day Nursery, Nursery School
 - Day Labor agency
 - Drive through facility
 - Funeral home
 - Home for the elderly
 - Homeless shelter
 - Hospital
 - Medical care facility
 - Nursing or convalescent home
- Automobile service station
- Automobile light repair
- Outdoor garden center
- Rooming house
- Social service use
- Tourist home
- Wholesale business
- Congregate housing

King Street Retail Study

LAND USE – OCH ZONE

SPECIFIC CHANGES TO THE OCH ZONE PROPERTIES FRONTING KING STREET

- Permitted Ground Floor Uses
 - Retail Shopping Establishments <10,000? SF
 - Personal Services less than 30' in width
 - City Sponsored Farmer's Market
 - Full Service Restaurants ⁽¹⁾
 - Parking supporting the principle use ⁽³⁾
 - Pet supplies, grooming/training no boarding
- Permitted Ground Floor Uses with SUP
 - Amusement enterprise
 - Retail Shopping Establishments >10,000? SF
 - Convenience store
 - Full Service Restaurants ⁽²⁾
 - Fast food restaurant
 - Church
 - Multi-family housing ⁽³⁾
 - Personal Services > 30' in width
 - Parking ⁽³⁾
 - Bakery >3500SF with retail
 - General Office ⁽³⁾
 - Outdoor food and crafts market
 - Public building

- Permitted Upper Floor Uses
 - Uses permitted on the ground floor
 - Multi-family housing
 - General, Business & Professional Offices
 - Private Schools (commercial/academic)
 - Medical office/lab
 - Radio/TV broadcasting office/studios
- Permitted Upper Floor Uses w/ SUP
 - Uses permitted on the ground floor with an SUP
 - Apartment Hotel
 - Catering
 - Congregate housing
 - Fraternal or Private Club
 - Health & Athletic Club
 - Hotel
 - Parking
 - Newspaper Office, including printing

(1) Restaurants less than 100 seats

(2) Restaurants more than 100 seats

(3) Not less than 50' from King Street P/L

King Street Retail Study

LAND USE – OCH ZONE

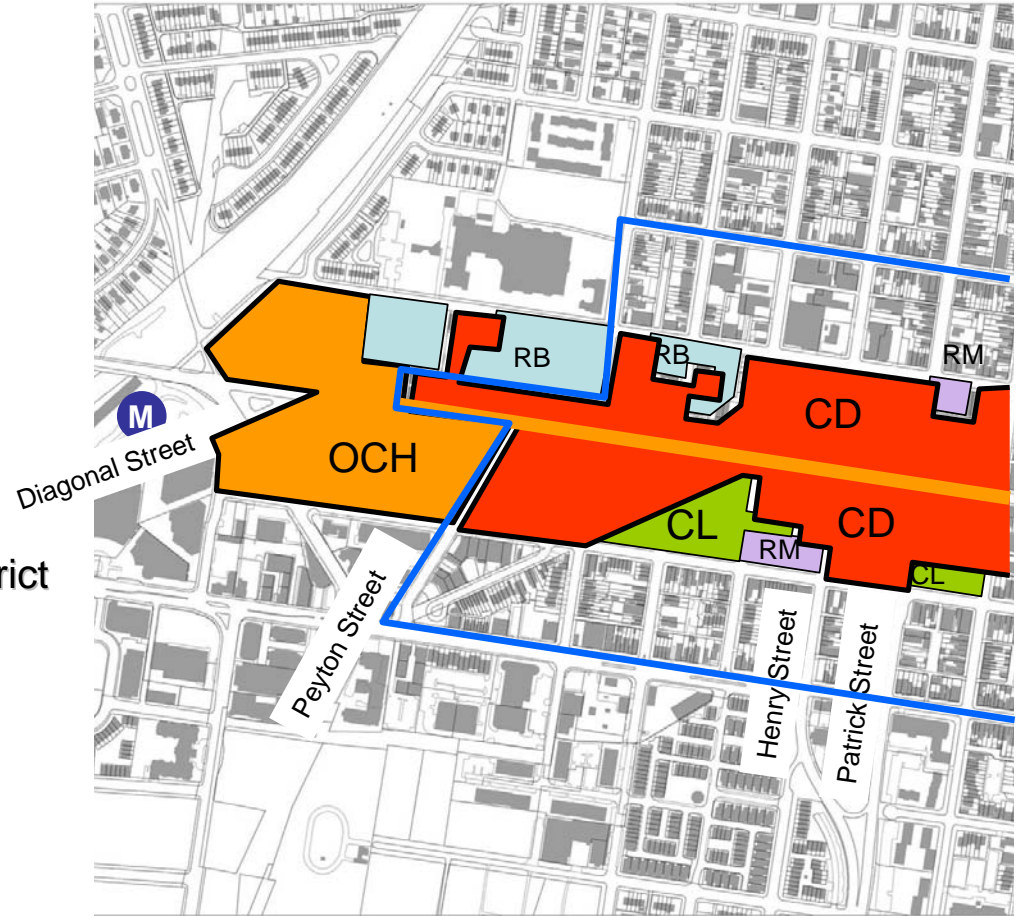
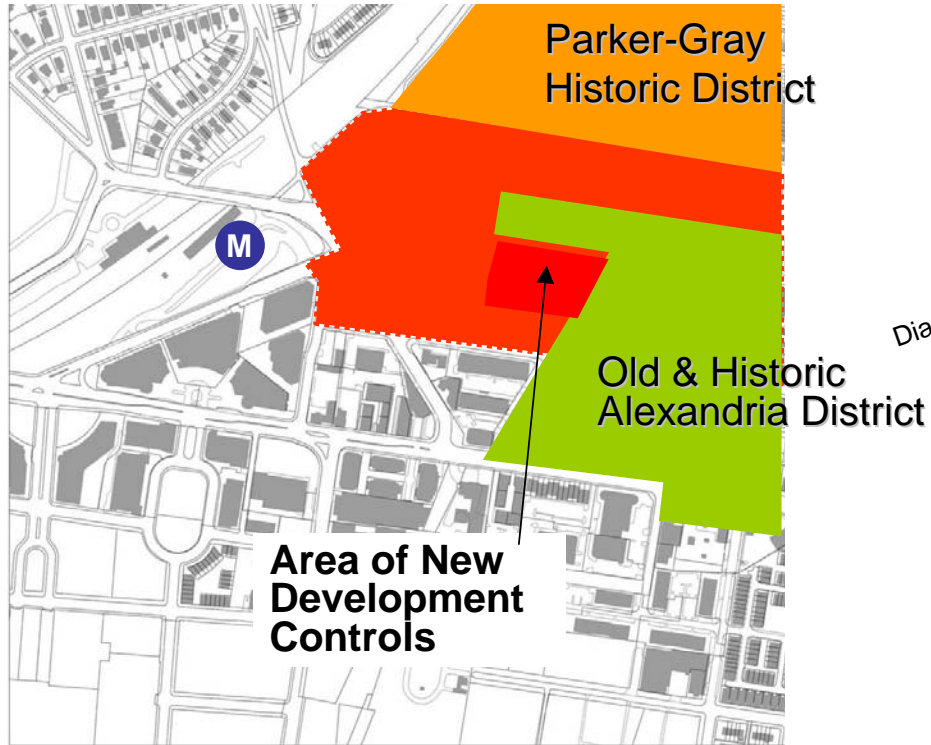
SPECIFIC CHANGES TO THE OCH ZONE PROPERTIES FRONTING KING STREET

- Require the ground floor of all new or renovated development to have a retail use and storefront windows or show windows for a minimum of 75% of the King Street frontage.
- Add language to recognize the accommodation of multiple uses within a structure
 - Recognize multi-family residential and/or office as appropriate upper level uses
- Eliminate frontage requirements for residential sites
- Eliminate the residential side yard requirements
- Recognize that the residential is urban living and require 400 SF of usable open space
 - On grade, roof top or balcony open to the sky
- Utilize a gross FAR requirement similar to East Eisenhower Plan – above grade parking and habitable spaces less than 7' ceiling height included within the FAR
- Modify use limitations in Section 4 – 507 to permit greater flexibility for approving outdoor sales and to update the provisions of (B) to better reflect contemporary criteria and the intent of the original ordinance
- Maintain parking requirements to require one parking space per residential dwelling unit
- Based upon the approval of detailed standards and guidelines, accommodate proposals similar to those for CD Zone
 - Outdoor dining
 - Valet Parking

King Street Retail Study

LAND USE – OCH ZONE – 1500/1600 South Side

- Create development controls in the OCH zone (south side of King Street from Hampton Inn eastward to the intersection of Peyton Street)



King Street Retail Study

LAND USE – OCH ZONE – 1500/1600 South Side

1520-24 King
2 stories –
on 100 year old
building list



1600 King
2 stories –
on 100 year old
building list?



1604-12 King
2 stories + “English
basement”- Good
examples of Washington
townhouses

Hampton Inn



SAVE



1500 King 2+
stories with 3rd
floor set back



1506-12 King
2 stories – Little
architectural value –
King Street access only

OK to
Redevelop



1514-16 King
3 stories – attractive but
difficult to redevelop –
access a problem

OK to
Redevelop

King Street Retail Study

LAND USE – OCH ZONE – 1500/1600 South Side

DESIGN GOALS

- Preserve the historic buildings that are currently not within the Historic District
- Maintain the scale of the existing historic buildings along King Street from Peyton to the Hampton Inn
 - 1500 to 1616 King Street
- Setback the taller buildings from King Street to preserve the scale of the street and to prevent excessive shadows on the pedestrian sidewalks



- Provide relief from the retail on the ground floor for preserved townhouses where the ground floor is raised above the sidewalk

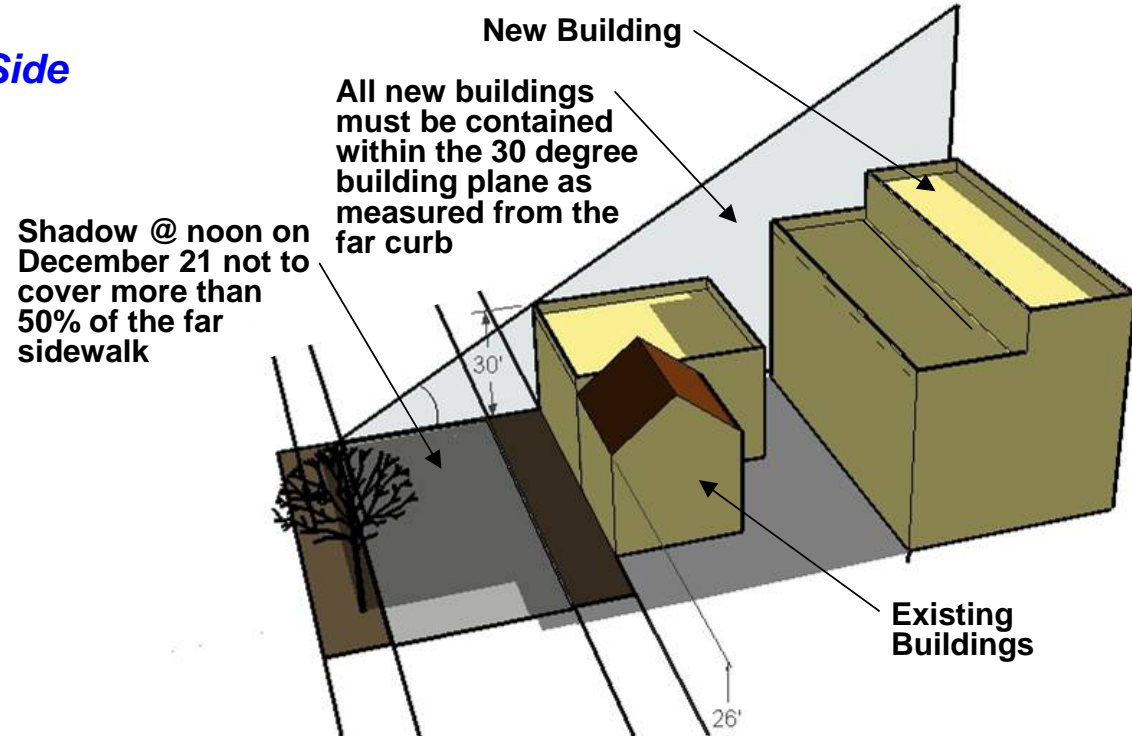
DESIGN CRITERIA

- Require the preservation of:
 - 1604 to 1616 King Street
 - 1600 King Street
 - 1520 – 1524 King Street
 - 1500 King Street
- Require new buildings to conform to the 25' high to 30' high street wall established by the historic buildings for a minimum depth of 50' from the King Street P/L
- Require new buildings to visually emulate the 25' to 50' width of the traditional lots and buildings
- Encourage a variety of roof forms in keeping with the traditional buildings of the area

King Street Retail Study

LAND USE – OCH ZONE – 1500/1600 South Side

- Require the taller buildings to be constructed within a 30 degree building plane with the origin at the curb on the north side of King Street to minimize the visual impact of the taller buildings from King Street and to limit the shadow on the street.
 - Buildings should not cast a shadow that covers more than 50% of the northern sidewalk on December 21 at noon.
- Maintain the FAR at 2.0 or 3.0 with an SUP
 - Utilize a gross floor area that eliminates exemption for habitable space of 7.5' or less
- Maintain height limit of 77'
 - 1 retail floor at 16' and 6 residential floor at 10' or 8 residential floors at 9.5' floor to floor



- Encourage the top floor or floors of taller structures to be constructed of light weight construction to create the visual impression of a “penthouse” or loft to lower the visual height of the primary masonry building

King Street Retail Study

STOREFRONT GUIDELINES

Building and Retail Guidelines

Good building and storefront design greatly enhances the success of each individual business, as well as the entire commercial district. Potential benefits to property and business owners who adopt these guidelines, include:

- Increased store sales and profits
- Stabilized and enhanced property values
- Increased patronage resulting in increased sales
- Reinforced sense of community and a pleasing environment
- Preserved community identity and uniqueness
- Increased sense of quality of the individual stores and business district

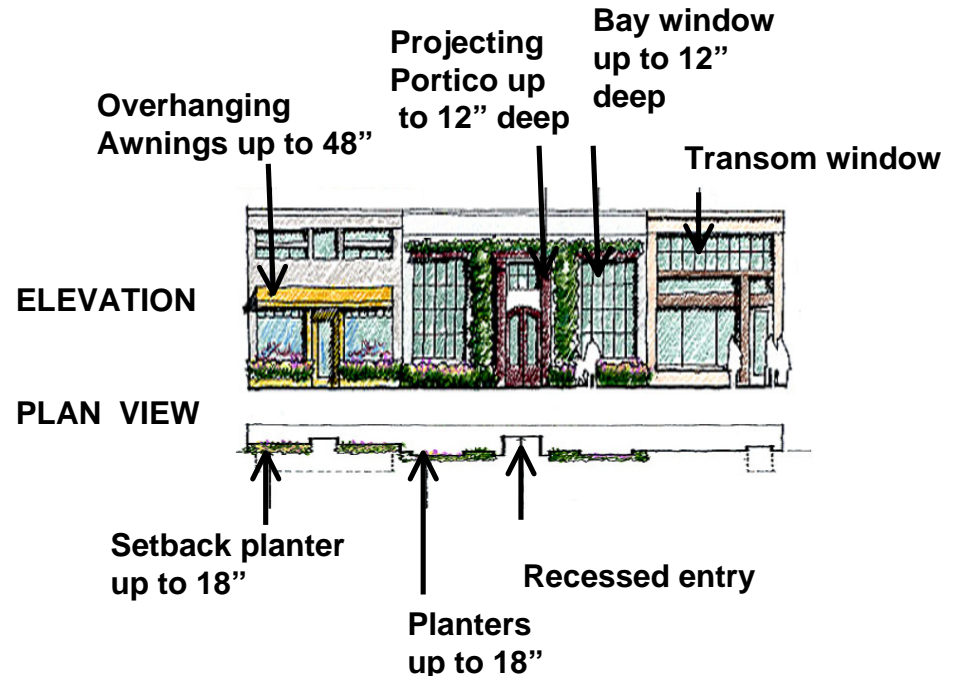


King Street Retail Study

STOREFRONT GUIDELINES

Storefronts are the first point of contact with potential customers and together with neighboring storefronts define the character of a neighborhood and retail street. The addition of outdoor cafes extends the store out onto the sidewalk and adds additional life to the street.

The storefront should work with the architecture of the overall building facade, should clearly and simply market the name of the business and the type of services and products offered. The following elements illustrate simple, desirable variations in storefront articulation.



King Street Retail Study

STOREFRONT GUIDELINES

Storefronts should include as many of the following design elements as possible:

- Individual storefront facades should be narrow and change often to add a richness to the sidewalk, street, and neighborhood. The preferred width of the storefront is approximately 20-25 feet, and should be a maximum of 50 feet.
- Primary pedestrian entrances should directly front the sidewalk
- Entrances should be recessed from the façade
- Detailed window frames with decorative moldings are encouraged
- A pattern of transom windows, horizontal elements and mullions that provide unique rhythm of glass and trim elements in the storefront is encouraged.
- 65-75% of the ground floor façade should be windows with clear glass that views into the store or show windows
- Creative display of merchandise and/or services should be included in storefront windows



King Street Retail Study

Old Town/King Street Identification

OLD TOWN GRAPHICS PROGRAM

- Optimally the Old Town Graphics Program should be part of an overall, City wide graphics identification and way finding program
 - To provide clarity
 - To avoid competition between neighborhoods
- Types of Graphics
 - Branding or identification of an area
 - Old Town? or King Street?
 - Establishing the Boundaries
 - Information
 - What is here to see and do
 - Directory
 - Interpretation
 - Explanation of the historic resources
 - Understanding the history
 - Educational

- Wayfinding
 - How do I get to parking?
 - How do I get to what I want to see?
 - Street Identification
- Promotion/Celebration
 - Special events
 - “Bunting”
- Regulatory
 - Traffic
 - Parking

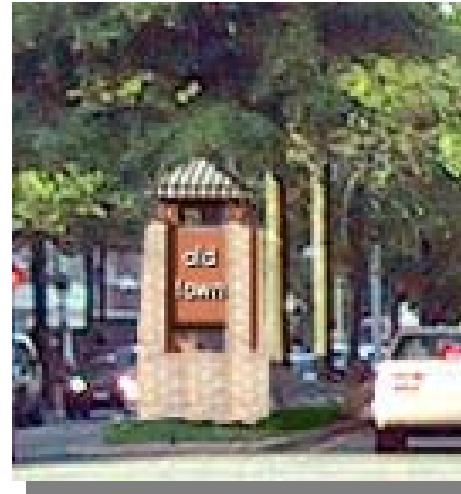
Consider defining the character and quality of King Street through a coordinated graphics program (common visual vocabulary)

King Street Retail Study

Old Town/King Street Identification

PROVIDE MARKERS TO IDENTIFY OLD TOWN & KING STREET

- Create an identity for Old Town/King Street for visitors traveling north and south on Washington and Route 1
- Establish decorative monuments in the Washington Street median to recognize Old Town and King Street
 - Create options for entering Old Town/King Street other than via King Street



King Street Retail Study

Old Town/King Street Identification

CREATE AN ANNOUNCEMENT OF
KING STREET FROM THE METRO



Future development of raised plaza with parking and bus loading areas maintained on grade

King Street Retail Study

Old Town/King Street Identification



King Street Retail Study

Old Town/King Street Identification

CREATE PROGRAMS TO PROMOTE SEASONS OR EVENTS

- Provide changeable banner program to announce the seasons, holidays or special events



King Street Retail Study

Old Town/King Street Identification

CREATE PROGRAMS TO
PROMOTE SEASONS OR
EVENTS

- Merry Christmas on King Street

CREATE A PILOT
PROGRAM TO EXPLORE
THE APPROPRIATENESS
OF BANNERS



King Street Retail Study

Old Town/King Street Identification

